

PHILIP MORRIS INCORPORATED**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. R. A. Fitzmaurice
FROM: G. C. Adkins
SUBJECT: Barclay--FTC Inquiry

DATE: June 7, 1983

Further to our discussion of recent requests by the FTC staff for various kinds of information, we have now received the attached letter asking for "research or studies...on consumer interpretation of various 'tar' claims, including '99% "tar" free'." In order that we may consider how best to respond, I would appreciate your collecting as promptly as possible any materials that you believe to fall within the category described and letting me know of any questions about the scope of the request.

gr

/amt
attachment

cc: Messrs. H. Cullman
S. P. Pollack
J. J. Morgan
J. N. Zoler

Messrs. T. F. Ahrensfield
A. Holtzman
J. I. Chapman

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